

GENERAL SERVICES ADMINISTRATION

Federal Supply Service

Authorized Federal Supply Schedule Price List

On-line access to contract ordering information, terms and conditions, up -to-date pricing, and the option to create an electronic delivery order are available through GSA *Advantage!*, a menu-driven database system.

The INTERNET address GSA *Advantage!* is: GSAAdvantage.gov.



Advertising & Integrated Marketing Solutions (AIMS)

FSC GROUP 541

NAICS Codes: 541511, 541430

Contract Number: GS-23F-0196R

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at fss.gsa.gov.

Contract Period: June 14, 2005 – June 13, 2010



RCW Communication Design, Inc.

5203 Leesburg Pike
Suite 1100-A
Falls Church, VA 22041
Phone: 703.575.7642
Fax: 703.575.7646
www.rcwinc.com

Business Size: Small Business



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Customer Information

1a. Table of awarded special item number(s)

- 541-3 Web-based Marketing Services
(Small Business Set-Aside – NAICS 541511)
- 541-F Commercial Art and Graphic Design Services
(Small Business Set-Aside – NAICS 541430)
- 541-1000 Other Direct Costs

1b. Lowest Priced Model Number and Lowest Unit Price

Prices shown in price list are net and valid for domestic delivery only. See Labor Rates on Page 11 and 12.

1c. Description of Commercial Job Titles, Experience, Functional Responsibility and Education

See Labor Category Descriptions on Pages 9 and 10.

2. Maximum order.

\$1,000,000.00

3. Minimum order.

\$100.00

4. Geographic coverage (delivery area).

Domestic only

5. Point(s) of production (city, county, and State or foreign country).

Not applicable

6. Discount from list prices or statement of net price.

Prices are net prices.

7. Quantity discounts.

<u>Dollar Value</u>	<u>Discount Given</u>
\$100,000 - \$249,999	.25% (.0025)
\$250,000 and over	.50% (.0050)

8. Prompt payment terms.

Net 30 days

9a. Notification that Government purchase cards are accepted at or below the micro-purchase threshold.

Government Purchase cards are accepted for purchases below \$2,500.

9b. Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold.

Government Purchase cards are accepted for purchases above \$2,500.

10. Foreign items (list items by country of origin).

Not applicable.

11a. Time of delivery.

RCW Inc. will adhere to the delivery schedule as specified by the agency's purchase order.

11b. Expedited Delivery.

Contact RCW Inc. for expedited delivery.

11c. Overnight and 2-day delivery.

Contact RCW Inc. for rates on overnight and two-day delivery.

11d. Urgent Requirements.

When the Federal Supply Schedule contract delivery period does not meet the bona fide urgent delivery requirements of an ordering agency, agencies are encouraged, if time permits, to contact RCW Inc. for the purpose of obtaining accelerated delivery. RCW Inc. shall reply to the inquiry within 3 workdays after receipt. (Telephonic replies shall be confirmed by RCW Inc. in writing.) If RCW Inc. offers an accelerated delivery time acceptable to the ordering agency, any order(s) placed pursuant to the agreed upon accelerated delivery time frame shall be delivered within this shorter delivery time and in accordance with all other terms and conditions of the contract. Contact RCW Inc. for faster delivery or rush requirements.

12. F.O.B. point(s).

Destination

13a. Ordering address(es).

RCW Communication Design, Inc.
5203 Leesburg Pike
Suite 1100-A
Falls Church, VA 22041
703.575.7642
703.575.7646 (Fax)

13b. Ordering procedures:

For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's), and a sample BPA can be found at the GSA/FSS Schedule homepage (fss.gsa.gov/schedules).

14. Payment address(es).

RCW Communication Design, Inc.
5203 Leesburg Pike
Suite 1100-A
Falls Church, VA 22041
703.575.7642
703.575.7646 (fax)

15. Warranty provision.

Not applicable

16. Export packing charges, if applicable.

Not applicable

17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level).

None

18. Terms and conditions of rental, maintenance, and repair.

Not applicable

19. Terms and conditions of installation.

Not applicable

20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices.

Not applicable

20a. Terms and conditions for any other services

Not applicable

21. List of service and distribution points.

Not applicable

22. List of participating dealers.

Not applicable

23. Preventive maintenance.

Not applicable

24a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants).

Not applicable



24b. Section 508

RCW Inc. complies with Section 508 of the Rehabilitation Act.

25. Data Universal Number System (DUNS) number.

183796705

26. Notification regarding registration in Central Contractor Registration (CCR) database.

RCW Communication Design, Inc. is registered in the CCR database.

Services

541-3 – Web Based Marketing Services (Small Business Set-Aside)

Develop strategies for an agency to provide the maximum use of their Internet capabilities. Typical tasks may involve the consultation, development and implementation of the following web based tasks:

- Website design and maintenance services
- Search engine development
- E-mail marketing
- Interactive marketing
- Web based training
- Web casting
- Video conferencing via the web
- Section 508 compliance, including captioning services
- On-Line media management
- Related activities to web based marketing service

All phases of Web Based Marketing may be required. Content and execution may also be required to be in more than one language and in accessible formats for the physically challenged, i.e., Section 508 requirements for Web Based Marketing Services.

Media will also be provided in a format that is compatible with the ordering agency's software requirements. Continual website updates and maintenance may also be required.

541-4F – Commercial Art and Graphic Design Services (Small Business Set-Aside)

Commercial art, graphic design, and special effects that educate the consumer market about a product or service, may be required along with updating, rewriting, and/or editing materials. Types of services may include, but are not limited to:

- Developing conceptual design and layouts
- Providing copywriting and technical writing services
- Creating sketches, drawings, publication designs, and typographic layouts
- Furnishing custom or stock artwork (including electronic artwork)

Labor Category Descriptions

Labor Category	Minimum Education, Training, and Experience Requirements	Description
Design Assistant	<ul style="list-style-type: none"> • Learning position • 0 to 1 year experience • Good Macintosh skills and familiarity with Web design. 	Supports and assists the more senior designers and works on small design projects with supervision, able to do comp production with some understanding of prepress.
Junior Designer	<ul style="list-style-type: none"> • Growth and learning position • 1-3 years experience • Good Macintosh skills and experience in Web design 	Supports and assists the senior designers and works on aspects of some design projects with supervision.
Designer	<ul style="list-style-type: none"> • Growth position • 3 to 5 years experience • Strong Macintosh skills and some project management skills 	Works with senior designers, art directors or creative director, able to conceptualize and design, completes projects with supervision and approval of art director and or creative director.
Senior Designer	<ul style="list-style-type: none"> • Leadership position • 4 or more years experience • Strong Macintosh, experience with Web design and project management skills 	Ability to conceptualize, art direct, design, work with illustrators and photographers, attend press inspections and supervise less experienced designers.
Art Director	<ul style="list-style-type: none"> • Management position • 6 or more years experience • Excellent Macintosh, design and Web design and project management skills 	Conceptualizes, art directs, designs and oversees own projects, supervises photo shoots, does press inspections, hires writers, photographers and illustrators.
Creative Director	<ul style="list-style-type: none"> • Leadership position • 8 or more years of experience • Excellent design and supervisory experience 	Governs the design direction of the firm, oversees, guides and advises the design team and creative direction on all projects. Hires and fires staff.
Project Manager	<ul style="list-style-type: none"> • Leadership position • 3 or more years of experience • Strong supervisory experience and able to multitask 	Manages production of a variety of projects, responsible for project planning, production scheduling, workflow management, vendor negotiations, print buying and quality control.
Web Designer	<ul style="list-style-type: none"> • Growth position • 3 to 5 years experience • Strong skills in design software and Web software. 	Works with Senior Web Designer and art director, able to assist with strategic and concept development, design internet and intranet sites with supervision, understands internet design issues.
Senior Web Designer	<ul style="list-style-type: none"> • Leadership position • 4 or more years experience • Excellent skills in design software and Web software • Background in design preferred 	Supervise/manage less experience web designers, provides strategic direction and concept development, responsible for overall look and feel of web site, designs intranet and internet sites, online banner ads, understands internet design issues.



Labor Category	Minimum Education, Training, and Experience Requirements	Description
Web Developer	<ul style="list-style-type: none">• Leadership position• Minimum of college degree in Information Technology or Computer Science• 4 or more years experience• Excellent skills in Web software• Background in design preferred	In-depth knowledge of designing for the Internet, good working knowledge of Dreamweaver, Photoshop and/or similar web design packages, knowledge of technical issues in relation to design, (i.e., page structure and image optimization.) and knowledge of usability, demonstrating an understanding of special needs, may have a working knowledge of HTML, XHTML, SQL, CSS, Flash, JavaScript, etc.
Web Programmer	<ul style="list-style-type: none">• Minimum of college degree in Computer Science• 4 or more years experience	In-depth knowledge of HTML, XHTML, SQL, MySQL, CSS, Flash, PHP, JavaScript, ASP, IIS, etc., backend programming, ability to create interactive sites and Web pages
Writer/Editor	<ul style="list-style-type: none">• Minimum of college degree in Communications, Journalism or English• 5 or more years experience	Develops original fiction and/or nonfiction material for books, publications, magazines, online publications, radio, television broadcasts, etc. Reviews, revises and edits written material for publication or dissemination.



Rates

Special Item Number 541-3 – Web Based Marketing Services

Labor Category	06-15-05 to 06-14-06	06-15-06 to 06-14-07	06-15-07 to 06-14-08	06-15-08 to 06-14-09	06-15-09 to 06-14-10
Creative Director	\$ 113.94	\$ 117.36	\$ 120.88	\$ 124.51	\$ 128.24
Art Director	\$ 83.56	\$ 86.07	\$ 88.65	\$ 91.31	\$ 94.05
Senior Designer	\$ 79.76	\$ 82.15	\$ 84.62	\$ 87.16	\$ 89.77
Designer I	\$ 58.40	\$ 60.15	\$ 61.96	\$ 63.82	\$ 65.73
Designer II	\$ 62.05	\$ 63.91	\$ 65.83	\$ 67.80	\$ 69.84
Junior Designer	\$ 53.22	\$ 54.82	\$ 56.46	\$ 58.15	\$ 59.90
Project Manager I	\$ 91.11	\$ 93.84	\$ 96.66	\$ 99.56	\$ 102.55
Project Manager II	\$ 56.26	\$ 57.95	\$ 59.69	\$ 61.48	\$ 63.32
Design Assistant	\$ 46.06	\$ 47.44	\$ 48.87	\$ 50.33	\$ 51.84
Proofreader	\$ 39.49	\$ 40.67	\$ 41.89	\$ 43.15	\$ 44.45
Senior Web Designer	\$ 106.30	\$ 109.49	\$ 112.77	\$ 116.16	\$ 119.64
Web Designer	\$ 70.87	\$ 73.00	\$ 75.19	\$ 77.44	\$ 79.76
Web Developer	\$ 114.28	\$ 117.71	\$ 121.24	\$ 124.88	\$ 128.62
Web Programmer	\$ 126.59	\$ 130.39	\$ 134.30	\$ 138.33	\$ 142.48
Editor	\$ 84.91	\$ 87.46	\$ 90.08	\$ 92.78	\$ 95.57
Technical Writer	\$ 84.91	\$ 87.46	\$ 90.08	\$ 92.78	\$ 95.57
Writer	\$ 69.11	\$ 71.18	\$ 73.32	\$ 75.52	\$ 77.78
Administrative Assistant	\$ 41.47	\$ 42.71	\$ 44.00	\$ 45.32	\$ 46.67

NOTE: Option periods escalate by 3%.



**Special Item Number 541-4F –
Commercial Art And Graphic Design Services**

Labor Category	06-15-05 to 06-14- 06	06-15-06 to 06-14- 07	06-15-07 to 06-14- 08	06-15-08 to 06-14- 09	06-15-09 to 06-14- 10
Creative Director	\$ 113.94	\$ 113.94	\$ 117.36	\$ 120.88	\$ 124.51
Art Director	\$ 83.56	\$ 83.56	\$ 86.07	\$ 88.65	\$ 91.31
Senior Designer	\$ 79.76	\$ 79.76	\$ 82.15	\$ 84.62	\$ 87.16
Designer I	\$ 58.40	\$ 58.40	\$ 60.15	\$ 61.96	\$ 63.82
Designer II	\$ 62.05	\$ 62.05	\$ 63.91	\$ 65.83	\$ 67.80
Junior Designer	\$ 53.22	\$ 53.22	\$ 54.82	\$ 56.46	\$ 58.15
Project Manager I	\$ 91.11	\$ 91.11	\$ 93.84	\$ 96.66	\$ 99.56
Project Manager II	\$ 56.26	\$ 56.26	\$ 57.95	\$ 59.69	\$ 61.48
Design Assistant	\$ 46.06	\$ 46.06	\$ 47.44	\$ 48.87	\$ 50.33
Proofreader	\$ 39.49	\$ 39.49	\$ 40.67	\$ 41.89	\$ 43.15
Editor	\$ 84.91	\$ 84.91	\$ 87.46	\$ 90.08	\$ 92.78
Technical Writer	\$ 84.91	\$ 84.91	\$ 87.46	\$ 90.08	\$ 92.78
Writer	\$ 69.11	\$ 69.11	\$ 71.18	\$ 73.32	\$ 75.52
Administrative Assistant	\$ 41.47	\$ 41.47	\$ 42.71	\$ 44.00	\$ 45.32

NOTE: Option periods escalate by 3%.



Special Item Number 541-1000 – Other Direct Costs

Expenses other than labor hours that maybe necessary to complete a project

Description	Cost
Expenses (color proofs, CD ROM, disk, courier/delivery, art materials, transportation [mileage])	\$1,470.79
Commissioned photography	\$6,180.00
Stock photography	\$6,434.41
Illustration	\$26,419.50
Printing	\$7,471.83
Fabrication	\$1,854.00
Fulfillment	\$8,072.63

NOTE: Actual quantities/deliverables and prices will be quoted based on project specifications.



Point of Contact

For more information, please contact:

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